

23 November 2016

CloudCall Group plc
("CloudCall" or the "Company")

Director/PDMR Shareholding

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, was notified that, on 22 November 2016, Peter Simmonds, Non-Executive Chairman, purchased 50,000 ordinary shares of 20p each ("Ordinary Shares") in the Company at a price of 55 pence per share. These shares were purchased for the benefit of his self-invested personal pension (SIPP).

Following the transaction, Mr Simmonds now has a total interest in 228,055 Ordinary Shares, representing approximately 1.14% of the Company's issued share capital.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Peter Simmonds
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCall Group plc
b)	LEI	N/A
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 20p each
	Identification code	ISIN: GB00B4XS5145

b)	Nature of the transaction	Purchase of Ordinary Shares by self-invested personal pension (SIPP)				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>55 p per share</td> <td>50,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	55 p per share	50,000
Price(s)	Volume(s)					
55 p per share	50,000					
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction				
e)	Date of the transaction	22 November 2016				
f)	Place of the transaction	London Stock Exchange (XLON)				

For further information, please contact:

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About CloudCall Group Plc

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and telephony products and services. CloudCall's products and services are aimed at enabling organisations to leverage their voice communications more effectively. The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing CRM software, enabling calls to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reports capable of being easily generated. The Company has approximately 90 staff based predominantly in Leicester (UK) and

Boston (US). The Company currently has approximately 750 customers, equating to approximately 13,300 users.